

Rep Order# 9816423 Ver# 3 Status Revised  
EC'd Yes

Traffic Order#

Printed: 09/12/2012 8:23 AM  
Last Received: 09/11/2012 6:18 PM  
Showing Buylines: All Rep & Sta Revised Lines

1 of 2

Station WKRC-TV CINCINNATI, OH  
Advertiser ( ) POLITICAL  
Product BROWN 4 SENATE  
Estimate#  
Buyer MIKE DETTORE  
Phone#  
Fax#

55690  
Agency ( ) SHORR JOHNSON MAGNUS  
1831 CHESTNUT ST #602  
PHILADELPHIA, PA 19103  
Agency C/P1/P2/E  
Flight Dates 09/12/2012 - 09/17/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) ALEXANDRA BRADLEY  
Salesperson Phone# 202-955-5342  
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

\*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

REVISED ORDER. NOTE-SPOT ADDED TO SKED AS MKGD FROM PREVIOUS  
SKED. PLS CNF

19,120  
+ 250 from 53876 9816423  
19,370

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	* 7	W-F,M	1135P-1235A	LETTERMAN	:30	\$250.00	09/12-09/17	5	1	5	\$1,250.00	
		Sales Remark: V3 1X ADD										
		V3 Comment Changed, Spots/week Changed										

---REPORT TOTALS---

Report Totals: 5 / \$1,250.00

---SALES MONTHLY TOTALS---

Sep 12: 36 / \$19,370.00  
Sales Totals: 36 / \$19,370.00  
Station Totals: 36 / \$19,370.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$78,421	CABL 0%	EKRC 0%	UNKN 0%	WBQC 0%	WCPO 28%
		WKRC 24%	WLWT 33%	WSTR 0%	WXIX 13%	

Books null  
Demos RA35+

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Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) ALEXANDRA BRADLEY

Salesperson Phone# 202-955-5342  
Salesperson FAX# 202-955-5348

Rep Order# 9816423 Ver# 1 Status New  
EC'd No

Traffic Order#

Printed: 09/11/2012 12:59 PM  
Last Received: 09/11/2012 12:19 PM  
Showing Buylines: All Lines

1 of 2

Station WKRC-TV CINCINNATI, OH  
Advertiser ( ) POLITICAL  
Product BROWN 4 SENATE  
Estimate#  
Buyer MIKE DETTORE  
Phone#  
Fax#

53690  
Agency ( ) SHORR JOHNSON MAGNUS  
1831 CHESTNUT ST #602  
PHILADELPHIA, PA 19103  
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--- REMARKS ---

NEW ORDER. PLS CHCK AND CNF. T&R

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	1	W-F,M	7A-8A	EARLY SHW	:30	\$125.00	09/12-09/17	4 P3	1	4	\$500.00	---
	2	W-F,M	630A-7A	NEWS	:30	\$450.00	09/12-09/17	4 P2	1	4	\$1,800.00	
	3	W-F,M	8A-9A	EARLY SHW	:30	\$125.00	09/12-09/17	4 P3	1	4	\$500.00	
	4	W-F,M	6P-630P	NEWS	:30	\$900.00	09/12-09/17	4 P2	1	4	\$3,600.00	
	5	W-F,M	7P-730P	INSIDE	:30	\$850.00	09/12-09/17	4 P2	1	4	\$3,400.00	
	6	W-F,M	730P-8P	ET	:30	\$850.00	09/12-09/17	4 P2	1	4	\$3,400.00	
	7	W-F,M	1135P-1235A	LETTERMAN	:30	\$250.00	09/12-09/17	4 P3	1	4	\$1,000.00	
	8	W-M	11P-1135P	NEWS	:30	\$800.00	09/12-09/17	6 P3	1	6	\$4,800.00	
	9	W-F,M	9A-10A	DRS	:30	\$120.00	09/12-09/17	1 P3	1	1	\$120.00	

---REPORT TOTALS---

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Agency C/P1/P2/E  
Flight Dates 09/12/2012 - 09/17/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) ALEXANDRA BRADLEY

Salesperson Phone# 202-955-5342  
Salesperson FAX# 202-955-5348

Report Totals: 35 / \$19,120.00

---SALES MONTHLY TOTALS---

Sep 12: 35 / \$19,120.00  
Sales Totals: 35 / \$19,120.00  
Station Totals: 35 / \$19,120.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$77,409

CABL	0%	EKRC	0%	UNKN	0%	WBQC	0%	WCPO	28%
WKRC	24%	WLWT	33%	WSTR	0%	WXIX	13%		

Books null  
Demos RA35+

# Spot Manager: All, 09/12/12-09/17/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Descripti	Estimate #	Priority	Spot #	AE
Advertiser: Sherrod Brown for Senate												
Agency: Shorr Johnson Magnus												
Station: WKRC-TV												
Order: 55690												
Line: 1												
09/12/12	Wednesday	7:49:21 AM	:30	\$125.00	OHSB-T	CBS This Morning	(7:00:00 AM-8:00:00 AM	BROWN 4 SENATE		P-2	1	MWASH-
09/13/12	Thursday	7:28:56 AM	:30	\$125.00		CBS This Morning	(7:00:00 AM-8:00:00 AM	BROWN 4 SENATE		P-2	2	MWASH-
09/14/12	Friday		:30	\$125.00		CBS This Morning	(7:00:00 AM-8:00:00 AM	BROWN 4 SENATE		P-2	4	MWASH-
09/17/12	Monday		:30	\$125.00		CBS This Morning	(7:00:00 AM-8:00:00 AM	BROWN 4 SENATE		P-2	3	MWASH-
											4	
Line: 2												
09/12/12	Wednesday	7:43:06 AM	:30	\$450.00	OHSB-T	6a Good Morn Cincinna	(6:30:00 AM-7:00:00 AM	BROWN 4 SENATE		P-2	2	MWASH-
09/13/12	Thursday	7:35:10 AM	:30	\$450.00		6a Good Morn Cincinna	(6:30:00 AM-7:00:00 AM	BROWN 4 SENATE		P-2	3	MWASH-
09/14/12	Friday	7:59:10 AM	:30	\$450.00		6a Good Morn Cincinna	(6:30:00 AM-7:00:00 AM	BROWN 4 SENATE		P-2	4	MWASH-
09/17/12	Monday		:30	\$450.00		6a Good Morn Cincinna	(6:30:00 AM-7:00:00 AM	BROWN 4 SENATE		P-2	1	MWASH-
											4	
Line: 3												
09/12/12	Wednesday	7:11:30 AM	:30	\$125.00	OHSB-T	CBS This Morning	8:00 AM-9:00 AM	BROWN 4 SENATE		P-3	2	MWASH-
09/13/12	Thursday	7:23:30 AM	:30	\$125.00		CBS This Morning	8:00 AM-9:00 AM	BROWN 4 SENATE		P-3	1	MWASH-
09/14/12	Friday	7:45:25 AM	:30	\$125.00		CBS This Morning	8:00 AM-9:00 AM	BROWN 4 SENATE		P-3	4	MWASH-
09/17/12	Monday	7:45:55 AM	:30	\$125.00		CBS This Morning	8:00 AM-9:00 AM	BROWN 4 SENATE		P-3	3	MWASH-
											4	
Line: 4												
09/12/12	Wednesday	7:27:16 PM	:30	\$900.00	OHSB-T	6p Local 12 News at Six	6:00 PM-6:30 PM	BROWN 4 SENATE		P-2	4	MWASH-
09/13/12	Thursday	7:04:34 PM	:30	\$900.00		6p Local 12 News at Six	6:00 PM-6:30 PM	BROWN 4 SENATE		P-2	2	MWASH-
09/14/12	Friday		:30	\$900.00		6p Local 12 News at Six	6:00 PM-6:30 PM	BROWN 4 SENATE		P-2	3	MWASH-
09/17/12	Monday		:30	\$900.00		6p Local 12 News at Six	6:00 PM-6:30 PM	BROWN 4 SENATE		P-2	1	MWASH-
											4	
Line: 5												
09/12/12	Wednesday	7:28:34 PM	:30	\$850.00	OHSB-T	M-F 7p-730p	7:00 PM-7:30 PM	BROWN 4 SENATE		P-2	3	MWASH-
09/13/12	Thursday	7:04:56 PM	:30	\$850.00		M-F 7p-730p	7:00 PM-7:30 PM	BROWN 4 SENATE		P-2	4	MWASH-
09/14/12	Friday		:30	\$850.00		M-F 7p-730p	7:00 PM-7:30 PM	BROWN 4 SENATE		P-2	2	MWASH-
09/17/12	Monday		:30	\$850.00		M-F 7p-730p	7:00 PM-7:30 PM	BROWN 4 SENATE		P-2	1	MWASH-
											4	
Line: 6												
09/12/12	Wednesday	7:58:36 PM	:30	\$850.00	OHSB-T	M-F 730p-8p	7:30 PM-8:00 PM	BROWN 4 SENATE		P-2	3	MWASH-
09/13/12	Thursday	7:50:44 PM	:30	\$850.00		M-F 730p-8p	7:30 PM-8:00 PM	BROWN 4 SENATE		P-2	2	MWASH-
09/14/12	Friday	7:43:22 PM	:30	\$850.00		M-F 730p-8p	7:30 PM-8:00 PM	BROWN 4 SENATE		P-2	1	MWASH-
09/17/12	Monday		:30	\$850.00		M-F 730p-8p	7:30 PM-8:00 PM	BROWN 4 SENATE		P-2	4	MWASH-
											4	
Line: 7												
09/12/12	Wednesday	7:26:00 XM	:30	\$250.00	OHSB-T	Letterman	11:35 PM-12:35 XM	BROWN 4 SENATE		P-3	4	MWASH-
09/13/12	Thursday		:30	\$250.00		Letterman	11:35 PM-12:35 XM	BROWN 4 SENATE		P-3	5	MWASH-
09/13/12	Thursday	1:59:30 PM	:30	\$250.00		Letterman	11:35 PM-12:35 XM	BROWN 4 SENATE		P-3	3	MWASH-

[Filtered by: ] [Sorted by: Station]

# Spot Manager: All, 09/12/12-09/17/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Descripti	Estimate #	Priority	Spot #	AE
Advertiser: Sherrod Brown for Senate												
Agency: Shorr Johnson Magnus												
Station: WKRC-TV												
Order: 55690												
Line: 7												
09/14/12	Friday	4:30 PM	:30	\$250.00		Letterman	11:35 PM-12:35 XM	BROWN 4 SENATE		P-3	1 MWASH	
09/17/12	Monday	2:11:30 XM	:30	\$250.00		Letterman	11:35 PM-12:35 XM	BROWN 4 SENATE		P-3	2 MWASH	
											5	
Line: 8												
09/12/12	Wednesday	1:33:30 PM	:30	\$800.00	OHSB-T	11p M-Su Local 12 New	11:00 PM-11:35 PM	BROWN 4 SENATE		P-3	4 MWASH	
09/13/12	Thursday	1:27:26 PM	:30	\$800.00		11p M-Su Local 12 New	11:00 PM-11:35 PM	BROWN 4 SENATE		P-3	2 MWASH	
09/14/12	Friday	1:20:57 PM	:30	\$800.00		11p M-Su Local 12 New	11:00 PM-11:35 PM	BROWN 4 SENATE		P-3	3 MWASH	
09/15/12	Saturday	1:20:40 PM	:30	\$800.00		11p M-Su Local 12 New	11:00 PM-11:35 PM	BROWN 4 SENATE		P-3	6 MWASH	
09/16/12	Sunday	1:18:39 PM	:30	\$800.00		11p M-Su Local 12 New	11:00 PM-11:35 PM	BROWN 4 SENATE		P-3	5 MWASH	
09/17/12	Monday		:30	\$800.00		11p M-Su Local 12 New	11:00 PM-11:35 PM	BROWN 4 SENATE		P-3	1 MWASH	
											6	
Line: 9												
09/17/12	Monday	3:33:50 AM	:30	\$120.00		M-F 9a-10a	9:00 AM-10:00 AM	BROWN 4 SENATE		P-3	1 MWASH	
											1	
											36	
											36	
											36	
											36	
											36	
											36	

[Filtered by: ] [Sorted by: Station]